

Message Text

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TO AMEMBASSY TAIPEI PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, TW, HK

SUBJ: MARKET PROMOTION: U.S. TRADE CENTER,
TAIPEI, TAIWAN, "MARITIME-USA" EXHIBITION AND
SEMINAR, SEPTEMBER 23-27, 1974

SUMMARY: "MARITIME-USA" MACHINERY & EQUIPMENT EXHIBITION
AND SEMINAR FEATURES PRODUCTS IN 1) SHIPBOARD, 2) PORT
CARGO HANDLING AND 3) PORT AND HARBOR DEVELOPMENT
CATEGORIES, WITH TWENTY U.S. FIRMS DISPLAYING THEIR
LATEST TECHNOLOGY AND EQUIPMENT IN AN EFFORT TO RELIEVE
SERIOUS CARGO HANDLING AND PROCESSING DELAYS BEING
EXPERIENCED ON TAIWAN TODAY. "TECHNICAL PAPERS" FOR
PRESENTATION TO THE INVITED AUDIENCE DURING THE SEMINAR
SESSIONS ON WEDNESDAY, SEPTEMBER 25, INCLUDE 1)
"DESALINATION AND ITS APPLICATION ABOARD SHIP" (RILEY-
BEAIRD, INC.), 2) "ADAPTABILITY OF AN ORGANISM TO
METABOLIZE HYDROCARBONS IN A MARINE ENVIRONMENT"
(TRUETT LABORATORIES/PACIFIC EXPORTS), 3) "NEW GENERATION
ENGINE OILS CHANGE FILTRATION AND CENTRIFUGING REQUIREMENTS"
(MOBIL OIL CORP.) AND 4) "SATELLITE NAVIGATION FOR
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MERCHANT SHIPPING" (MAGNOVOX MARINE SYSTEMS).

ACTION REQUESTED: ADDRESSEE POSTS ARE REQUESTED TO PUBLICIZE THE EXHIBITION AND TO ENCOURAGE PROSPECTIVE CUSTOMERS, AGENTS AND DISTRIBUTORS TO ATTEND.

EXHIBITION CONTENT:

1. SHIPBOARD EQUIP. - COMMUNICATIONS GEAR:
 - A. ITT MACKAY MARINE - SINGLE-SIDEBAND AND VHF/FM RADIOTELEPHONES; LORAN RECEIVERS; OMEGA AND SYNTHESIZED RECEIVERS.
2. SHIPBOARD EQUIP. - NAVIGATIONAL GEAR:
 - A. DYNELL ELECTRONICS - OMEGA 300 RECEIVER AND RECORDER.
 - B. MAGNAVOX MARINE SYSTEMS - SATELLITE NAVIGATION SYSTEM; DOPPLER SONAR DOCKING DISPLAY.
 - C. MORROW ELECTRONICS - LORAN A AND LORAN C RECEIVERS; ECHO/DEPTH SOUNDERS.
 - D. WESTERN MARINE ELECTRONICS-HORIZONTAL SCANNING SONARS.
3. SHIPBOARD EQUIP. - POWER TRAIN COMPONENTS
 - A. CATERPILLAR TRACTOR - NEW SMALL MODEL DIESEL MARINE ENGINE; TURBOCHARGED ELECTRIC GENERATING SET.
 - B. GENERAL ELECTRIC INTL. - MARINE TURBINE & GEAR UNITS; HEAVY-DUTY GAS TURBINES; MECHANICAL DRIV TURBINES.
4. SHIPBOARD EQUIP. - MISCELLANEOUS
 - A. ANIXTER INTL. - SHIP/RIG ELECTRICAL CABLES & WIRES; FIRE-RESISTANTS, CONTROLS, HIGH-VOLTAGES, COAXIALS, ELECTRONICS, ETC.
 - B. DREW CHEMICAL - PORTABLE ANALYSISNG & TESTING GEAR; CONDUCTIVITY METERS, PH METERS, WATER QUALITY TESTS, MARINE TEST CABINETS & SHIPBOARD WASTE TREATMENT PLANTS.
 - MOBIL OIL CORP. - PORTABLE TEST KITS FOR:
PETROLEUM LUBES, SEAWATER DETECTION IN LUBES & FUELS;
ACIDITY & CORROSION ANALYSIS.
 - D. O.I.O. CORP. - FUEL FILTERS/WATER SEPARATORS FOR IN-LINE APPLICATIONS.
 - E. PACIFIC EXPORTS CORP. - IODINATOR WATER PURIFICATION SYSTEMS. BIOCATALAVE BACTERIA ENZYME FOR WATER TREATMENT.

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HARBOR WATER POLLUTION TREATMENT DESIGNS.

- F. RILEY-BEAIRD INC. - ON-BOARD EVAPORATORS, HEAT EXCHANGERS & DESALINATION.
- G. THERMO KING CORP. - REFRIGERATION SYSTEMS FOR FISHING VESSELS AND TRUCK/TRAILER REEFER UNITS.

5. PORT CARGO HANDLING MACH. & EQUIP.

- A. CARRIER INTL. CORP. - TRUCK & TRAILER REEFER UNITS.

- B. CLARK INTL. MARKETING - CARGO VAN CARRIER; FORK LIFT TRUCK WITH HANDLER ATTACHMENT.
- C. MIDLAND-ROSS CORP. - CARGO CONTAINER/TRAILER/MATERIALS HANDLING UNITS; STRADDLE CARRIERS; MARINE LIFTS; MARINE ELECTRICAL POWER TRANSMISSION GEAR.
- D. RAYGO-WAGNER CORP. - CONTAINER/TRAILER HANDLING MACHINES FOR ROAD, RAIL & MARINE APPLICATIONS.

- 6. PORT & HARBOR DEVELOPMENT MACH. & EQUIP.
 - A. DIXIE DREDGE - PORTABLE DREDGES & DREDGING MACH. & EQUIP.
 - B. ELLICOTT MACHINE CORP. - PORTABLE DREDGES & DREDGING MACH & EQUIP.

TARGET AUDIENCE: EFFORTS SHOULD BE DIRECTED TOWARD DEVELOPMENT OF QUALIFIED TRADE VISITORS IN THE FOLLOWING COMMERCIAL/INDUSTRIAL SECTORS:

- 1. MARINE AND INDUSTRIAL PRODUCTS AGENTS, DEALERS, DISTRIBUTORS, TECHNICAL SALES REPS.
- 2. SHIP AND BOAT DESIGNERS, BUILDERS AND REPAIRERS.
- 3. FISHING AND CARGO VESSEL OWNERS AND OPERATORS.
- 4. ROC GOVERNMENT OFFICIALS AND ENGINEERS OF PORTS, HARBORS, NAVY AND CUSTOMS BUREAUS.
- 5. TERMINAL, WAREHOUSE OPERATORS AND PERISHABLE FREIGHT SHIPPERS/CONSIGNEES.
- 6. SHIP AGENTS, STEVEDORES, TRUCKING CONTRACTORS AND BANKING OFFICIALS.

NTM EXHIBITORS SEEKING REPRESENTATION

- 1. ANIXTER INTL. - ITEM 4 A ABOVE.
- 2. DIXIE DREDGE - ITEM 6 A ABOVE.
- 3. DYNELL ELECTRONICS - ITEM 2 A ABOVE.
- 4. ELLICOTT MACHINE - ITEM 6 B ABOVE.

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- TM MAGNAVOX MARINE - ITEM 2 B ABOVE.
- 6. MIDLAND-ROSS - ITEM 5 C ABOVE.
- 7. O.I.O. CORP. - ITEM 4 D ABOVE.
- 8. PACIFIC EXPORTS - ITEM 4 E ABOVE.
- 9. RILEY-BEAIRD INC. - ITEM 4 F ABOVE.

NTM EXHIBITORS NOT SEEKING REP.

- 1. DREW CHEMICAL - ITEM 4 B ABOVE.
 - 2. ITT MACKAY - ITEM 1 A ABOVE.D
- KISSINGER

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